

Impact of International Tourism on Sustainable Economic Growth of Less Developed Nations

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ABSTRACT

Around the World, Tourism is becoming increasingly popular, as both domestic and foreign visitors flock to the most attractive destinations. This growth is a cause for both enthusiasm and concern. Tourism can generate revenue for local and regional community, increased local awareness of the importance of bio-diversity conservation, and new incentives for government and stakeholders in and around appealing natural areas to preserve them. Sustainable Tourism is supposed to have the potential to promote the well-being of local and indigenous people and to encourage eco-friendly environment. To achieve full potential, a well founded principles and clear guidelines for active involvement of host communities, local planners, developers and private entrepreneurs, will be necessary. The study has its focus on Sustainable concepts that guarantee both the preservation of natural resources and economic value creation for local communities. Taking into consideration, the culture, tradition and heritage of the nation in participative form.

Keywords: Cultural Heritage, Eco-Tourism, Rural and Local community, Sustainable Economic Growth, Conservation and Preservation.

INTRODUCTION

Time is changing and so are the demands and expectations of the traveler. Now the traveler is searching for different destinations, different experiences, different adventures and different life styles. This have paved the way for sustainable tourism. Attention is being paid on exploring new areas of operations and trends in tourism with a blend of traditional concept. It is just same as one leads a modern life with respecting old traditions and values. The modern tourist is

environmentally sensitive, displaying respect for the culture of host nations and is looking forward to experience adventure and sports. At present, the tourist is very active and participative in learning the customs and culture of the host nation. They become rather Participators not Spectators. Sustainable tourism which comprises and promotes adventure, sports, education and learning, mingling with the local rural people, cultural exchange, religious participation as foundation of new tourism era.

As the new era has arrived a new kind

of tourism is emerging which is flexible and has choices. With the emerging changes the tourist has also become more educated, independent, experienced, respectful towards culture, insistent on value of money and more quality conscious. They very well know what they want and where they want to go. All private and public enterprises should effectively promote sustainable tourism. Consequently, it will generate demand and meet the changing demands of new tourism.

Modern Information and communication technology development has given boost to the tourism industry. Therefore, the tourism industry has to create a new standard approach to cater the tourist of modern times. This could be approached with the joint efforts of stakeholders, private and public sectors and also local communities. It becomes their role to deal with the changing demand of modern tourists. The products offered to these tourists should fulfill the complex and diverse needs and requisite quality, while being competitive with the old standardized products. The tourism industry has undergone profound changes in past ten years like new consumers, new technologies, new form of production, new management strategies and new prevailing circumstances. As a result there is a strong need for in-depth knowledge of the market, both domestic and foreign, in order to identify the consumers need and demands of new product accompanied with better quality and competitive edge.

Most less developed countries have comparative advantage in tourism over developed countries. They have culture, art, music, natural landscape, wildlife and climate. They are also rich in World Heritage Sites that generate employment and income for local communities. American President Obama while addressing the joint summit of Lok Sabha and Rajya Sabha on 8th Nov.2010, emphasized that India's wealth is its people's talent, philosophy,

knowledge and skill. From the ancient time when zero was invented to the modern time producing super computers on its own strength and talent. The Talent of India has better prospects not only in America but on Global scenario to ahead in Information and Space Technology.

Government can play a major role in the path of tourism development through financial support, technical and other forms of assistance, infrastructure development for tradable services in which they have a comparative advantage. Government can also assists in less developed countries to improve exports promotion and marketing which in turn will promote international understanding and tourism activities. These countries need support and efforts of government in modernizing facilities and equipments, as well as upgrading skills in information technology and banking. This could be done by strengthening local banking system and other financial services to make them competitive and provide standard and quality.

Government can remove restrictions and enhance market access opportunities for service exports from less developed countries and also enhance their supply capacity in tradable services especially in tourism like air transport services, cruise services and other sector of interest to less developed countries. Government can also encourage investment of private sector in tourism industry by promoting them with special incentives and removing certain restrictions, to experience the over all growth it is essential to enhance economic efficiency, competitiveness and sustainability of tourism operations by assisting them to participate in global distribution system and use of appropriate technology.

LITERATURE REVIEWED

Wikipedia, the free encyclopedia explains, Cultural Heritage (national heritage)

is a legacy of physical artifacts and intangible attributes of group or society that are inherited from past, maintained in present and bestowed for the benefit of future generation. While the American Chapter of ICOMOS, the International Council on Monuments and Sites, observed that "Cultural tourism as a name means many things to many people and herein lies strength and its weakness" (USICOMOS 1996:17).

A report on General Conference of UNESCO in 2008 stated that there are 878 World Heritage Sites, 678 Cultural, 174 Natural and 26 mixed properties, in 145 countries. Each of these are considered important for Sustainable economic growth of a nation. According to Sustainable Tourism Directory in Chapter – Community Based Tourism defines "Community based tourism is socially sustainable tourism which is initiated and almost always operated exclusively by locals and indigenous people".

Mass Tourism is the act of visiting a destination with large amount of people at one time and also promoting cultural imperialism (cultural and language exchange) – Source Nation master.com.

Stivers, R 1976. The Sustainability Society: Ethics and Economic Growth. Philadelphia: Westminster Press pointed out that "sustainability" was employed to describe an economy "in equilibrium with basic ecological support system".

PROPOSED METHODOLOGY USED DURING THE RESEARCH WORK.

OBJECTIVES OF STUDY

- 1- To encourage heritage conservation, cultural exchange, eco tourism for developing sustainable economic growth to create new jobs and reduce unemployment in different regions by people's participation.

- 2- To investigate factors responsible for community based tourism so that locals can participate in its promotion and can enjoy increased socio-economic benefits with improved environment.
- 3- To promote mass tourism by minimizing negative social, economic and environment impacts. In-perspective of time, space and speed dimensions.
- 4- To conduct market research to develop tourism with dignity.
- 5- To develop tourism in economically less developed regions for balanced regional growth through conservation and better utilization of natural resources.

HYPOTHESIS

- 1- Cultural heritage has received less priority in Indian tourism.
- 2- Local participation in tourism development is essential.
- 3- Community based Rural Tourism can develop Sustainable Economic growth.
- 4- Market Research helps in promoting tourists business.
- 5- Tourism can boost its economy and create new visions for Global Understanding and Cultural Exchange.

Research is an art of scientific investigation. I have used Applied vs. Fundamental method and Quantitative vs. Qualitative methods to fulfill my research which is concerned with subjective assessment of attitudes, opinions and behaviour.

The methodology used for the proposed research work :-

- 1- Literature survey which is based on Library research data, recording of notes, content analysis, Tape and Film listening and analysis.
- 2- Field research is done using Primary data and Secondary data, which is based on-

- Observational behavioural scales, uses of score cards etc.
- Interactional recording, using tape recorder, photo graphic techniques.
- Recording mass behaviour, interview using independent observers in public places.
- Mail Questionnaire for identification of social and economic background of respondent.
- Personal interview using a detail schedule with open and closed questions.
- Group Interview sharing experiences and effects.
- Telephonic and Internet survey techniques for information and for discerning opinion.

Every care is taken that the data is collected, compiled and analysed without any bias or error which creep in the process of research. Statistical technique as averages, standard deviation, coefficient of correlation and regression analysis is used.

Detail of Distribution of Parameter in the Samples

S. no.	Parameter	No. of Individual in samples.
1-	Domestic Tourist	31
2-	Foreign Tourists	12
3-	Govt. Officers	10
4-	Travel Agencies	22
5-	Hoteliers	13
6-	Banking & insurance	12

100 samples are taken to conduct the research of different stakeholders.

Questions are presented as follows:-

Q1-Which market segment is most in demand?

- a- Natural and Eco. Tourism. b-Rural Tourism
c- Medical Tourism
d- Educational Tourism e-Heritage and Cultural Tourism.

Table 1 Types of Tourism Most Preferred

Stakeholders	Natural and Eco-Tourism	Rural Tourism	Medical Tourism	Education Tourism	Heritage Tourism
Domestic Tourist	113	89	80	114	120
Foreign Tourist	46	28	39	31	42
Govt. Officer	64	56	48	32	72
Travel Agents	73	51	86	59	76
Hoteliers	48	34	39	34	50
Banking & Insurance	43	50	31	18	46
TOTAL	387	308	323	288	406

Analysis

When hundred different stakeholders were contacted and asked about the type of Tourism most preferred, the fact discovered was that Heritage and Cultural Tourism was most preferred by all. The Domestic Tourists preferred both Heritage Tourism and Religious Tourism. Whereas, the Foreign Tourists was more interested in Natural and Eco- Tourism. The study reveals that Medical tourism is an up-coming segment in the industry. Similarly, importance is been given to Rural Tourism by Government Officers, Travel Agents and Banking and Insurance Personnel.

It has been noticed that there are many new trends which are also developing in the Tourism Industry in the form of increased market segmentation, the development of new forms of tourism like natural and eco- tourism, rural tourism, medical tourism, sports tourism and education tourism.

Q2- How Heritage Tourism is a major segment of Tourism Industry?

- a- Creates Tourism. b- In Demand and Saleable.
c- Creates funds for Conservation and Preservation. d- Develops Regional Tourism.
e- Promotes Indigenous Market.

Table 2- Heritage Tourism- USP of Less Developed Countries

Stakeholders	Creates Tourism	In-demand & Saleable	Generate Funds	Develops Regional Tourism	Promotes Indigenous Market
Domestic Tourist	112	100	97	106	89
Foreign Tourist	46	39	40	37	30
Govt. Officer	56	54	32	42	56
Travel Agents	71	68	78	67	63
Hoteliers	50	32	48	43	32
Banking & Insurance	43	39	41	41	24
TOTAL	388	332	336	336	294

Analysis

With reference to the analysis of table 1, the type of tourism most preferred by all stakeholders is Cultural and Heritage Tourism. Here the research generated the fact that Heritage Tourism creates Tourism at International Level. Domestic Tourists, Foreign Tourists. Banking and Insurance Personnel and hoteliers agrees with the above fact. While the Travel Agents believes that it creates tourism and is also in demand and saleable. On the other hand, the government officer believes that it also promotes Indigenous Market.

Less developed countries has mutual dependence that exists between tourism and cultural heritage. It is becoming more important with the growing need of Tourism Industry. While culture and heritage creates a foundation for tourism growth and development, it has a power to generate funds for conservation and preservation of these tourist destinations. This also leads to overall growth and development of the region.

Q3- What are the obstacles for development of Tourism at International Level?

a- Lack of Infrastructure. b- Connecting Transport Facility.

c - Communication (language) Problem.
d- Suitability of Environment.
e- Climatic Conditions.

Table 3: Obstacles for Development of Tourism at International Level

Stakeholders	Lack of Infrastructure	Connecting Transport Facility	Communication Barrier	Suitability of Environment	Climatic Conditions
Domestic Tourist	119	106	100	88	104
Foreign Tourist	41	39	30	32	31
Govt. Officers	64	48	45	56	16
Travel Agents	82	78	62	65	47
Hoteliers	49	44	35	44	37
Banking & Insurance	42	52	52	37	31
TOTAL	399	367	324	322	266

Analysis

When asked about the major obstacles and limitations for the development of Tourism at International level, it was observed that the major obstacle is lack of infrastructure and second to it is connecting transport facility which hinders the growth of Tourism Industry. The analysis shows that climatic conditions are not the major cause that hinders the growth of Tourism at International Level. Whereas, communication problem and suitability are the average obstacles, as pointed out by all stakeholders.

Some of the major obstacles to this growth are the lack of infrastructure and convenient transportation. Even environmental degradation has weaken our country's potential in Tourism. The prevailing issues facing the infrastructure are becoming more acute with the continuing increase in passenger travel. One way to get over these barriers is through the joint efforts of Government and Private Entrepreneurs. This will enable a country to grow economically by retaining its essential social, cultural and environmental assets that make each country a unique tourist destination.

Q4- How does the Tourism Industry has the potential to boost rural economies?

- a- Creates funds for Conservation and Preservation.
- b- Promotes Rural Tourism. c- Promotes Indigenous market.
- d- Creates Job for Locals. e- Develops Infrastructure.

Table 4: Potential To Boost Rural Economies

Stakeholders	Funds For Conservation & Preservation	Developing Rural Economies	Promotes Indigenous Market	Creates Job for Locals	Develops Infrastructure
Domestic Tourist	50	100	83	113	98
Foreign Tourist	41	36	38	36	48
Govt. Officer	40	72	48	32	72
Travel Agents	79	77	76	76	81
Hoteliers	50	31	42	51	57
Banking & Insurance	24	45	41	35	30
TOTAL	284	361	328	343	386

Analysis

It has been observed that if the infrastructure of a particular region is developed and funds are provided for conservation and preservation, this ensures the growth of rural economies. Domestic Tourists felt that there is also a need to promote Rural Tourism which in turn, shall favour employment for local community. Whereas, the Foreign Tourists believe that to promote Rural Tourism there is an instant need of proper Infrastructure development. Government Officers and Hoteliers agree with this.

It has been noticed that Travel Agents have pointed out the growth of Indigenous Market with the growth of Rural Tourism. On the other hand Banking and Insurance Personnel felt that there is a less need of funds for conservation and preservation and mentioned "Rural Tourism is Raw and Raw is in present Demand."

With the growing interest in culture and community, tourism is finally being recognized as an industry that can boost rural economies of less developed countries. It helps in creating business, employment and to preserve indigenous cultures. Above all, Tourism offers a better and joyful life not just for those who make money, but for those who pay for it.

Q5- Whether India can have the movement of Sustainable economic growth through Tourism?

- a- Participation of tour and travel companies.
- b- Exhibiting Cultural Heritage.
- c- Developing quality product. d- Educating people towards Tourism.
- e- Developing New Tourism.

Table 5: Impact of Tourism on Sustainable Economic Growth

Stakeholders	Participation of Travel & Tours Co.	Exhibiting Cultural Heritage	Developing Quality Product	Educating People Towards Tourism	Developing New Tourism
Domestic Tourist	78	89	111	80	98
Foreign Tourist	27	41	34	46	42
Govt. Officers	40	48	48	64	56
Travel Agents	75	90	89	62	62
Hoteliers	26	52	46	38	27
Banking & Insurance	22	56	47	36	29
TOTAL	268	376	375	326	314

Analysis

The Domestic Tourists recognize that developing quality product and new forms of Tourism in India can have the movement of Sustainable Economic Growth. Whereas, the Foreign Tourists thought that there is a need to educate the people towards tourism.

The Travel Agents and the Hoteliers pointed out that exhibiting cultural heritage is also of same importance for sustainable growth of India. While the Government Officers believe that all factors are essential for overall growth.

“Sustainable Development- the goal universally agreed to at the Rio Earth Summit in 1992- has become the main challenge, against the background of Tourism Industry, which keeps developing the remotest areas.”

Sustainable Development is necessary at global, national and regional levels, wherein long term preservation is required for effective growth of Tourism at all levels.

Model Building

Model building helps in finding the impact of tourism on sustainable economic growth of less developed countries.

1-Types of Tourism Most Preferred:-

a- Natural and Eco. Tourism. b- Rural Tourism
c- Medical Tourism d-Educational Tourism
e-Heritage and Cultural Tourism.

Symbolically= $a + b + c + d + e$ = Types Of Tourism Most Preferred.

In Numerical Form = $387+308+323+288+406=1712$

Perception about Types Of Tourism Most Preferred, A = 1712.

2- How Heritage Tourism is a major segment of Tourism Industry

a- Creates Tourism. b- In Demand and Saleable. c- Creates funds for Conservation and Preservation. d- Develops Regional Tourism. e- Promotes Indigenous Market.

Symbolically= $a + b + c + d + e$ = Heritage Tourism as Major Segment.

In Numerical Form= $388+332+336+336+294 = 1686$.

Perception about Heritage Tourism as the Major Segment, B = 1686

3- What are the obstacles for development of Tourism at International Level

a- Lack of Infrastructure.
b- Connecting Transport Facility.
c - Communication (language) Problem.
d- Suitability of Environment.
e- Climatic Conditions.

Symbolically= $a + b + c + d + e$ = Obstacles for development of Tourism.

In Numerical Form= $399+367+324+322+266 = 1678$.

Perception about Obstacles for Development of Tourism, C =1678

4- How does the Tourism Industry has the potential to boost rural economies

a-Creates funds for Conservation and Preservation.
b- Promotes Rural Tourism.
c- Promotes Indigenous market.
d- Creates Job for Locals.
e- Develops Infrastructure.

Symbolically= $a + b + c + d + e$ = Potential to boost rural economies.

In Numerical Form= $284+361+328+343+386 = 1702$.

Perception about Potential to boost rural economies, D = 1702.

5- Whether India can have the movement of Sustainable economic growth through Tourism:-

a- Participation of tour and travel companies.
b- Exhibiting Cultural Heritage.
c- Developing quality product.
d- Educating people towards Tourism.
e- Developing New Tourism.

Symbolically= $a + b + c + d + e$ = Impact of Tourism on Sustainable Economic Growth.

In Numerical Form= $268+376+375+326+314 = 1659$.

Perception about Impact of Tourism on Sustainable Economic Growth, E= 1659

Impact Of Tourism On Sustainable Economic Growth Of Less Developed Countries:-

$$A+B+C+D+E = 1712+1686+1678+1702+1659 = 8437.$$

DISCUSSION

Tourism Acts as Catalyst

On International forum Tourism has increasingly recognized for its economic potential to contribute towards growth and development. It helps to reduce poverty by providing employment in various sectors. Tourism offers many opportunities that are not available in any other industry like rise in culture, heritage and natural environment. Tourism is becoming viable alternative for economies that aims to achieve sustainable economic growth. Tourism has a wide nature, its geographical expansion and labour intensive nature which supports and spreads employment. Rural areas of less developed nations, where millions of people live under extreme poverty, demands development. Tourism, if utilized effectively can be a force for positive and successful growth.

Tourism Balances the Economic Growth

Markets today have a potential to enhance lives in sustainable framework through providing wealth creation and innovation. The stakeholder plays a vital role in development of Tourism Industry. Tourism plays an essential role in balancing the forces like sustenance, prosperity and people's desire to improve their financial and material well-being. It not only provides livelihood but also enhance community development and build bridges of understanding and peace between nations.

New Trends In Tourism

It has been noticed that there are many new trends which are also developing in the industry in the form of increased market segmentation. The development of new forms of Tourism like Eco- Tourism, Wellness Tourism, Medical Tourism, Sports Tourism, Adventure Tourism and Educational Tourism has lead to the way of Globalization.

As Explained By WTO-

“Sustainable Tourism development meets the need of present tourists and host regions while protecting and enhancing opportunities for the future. It has envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”

CONCLUSION

Taking Tourism as a Sustainable development option, it must be planned and managed so that its socio- economic benefits are spread as widely as possible throughout the society. Community based tourism projects are important means for spreading benefits to local residents. The Sustainable development approach is particularly important in Tourism Industry because this sector depends mostly on tourism attractions and activities that are related to the natural environment and historic and cultural heritage. In order to plan for tourism development that meets present and future expectation of tourists and accomplishes sustainability of the tourism sector, local authorities must understand major tourism trends internationally.

Areas of Further Research

- Medical Tourism.
- Bio-diversity with Tourism.

- Adventure Tourism.

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